

WEB DESIGN & DEVELOPMENT PROPOSAL

PREPARED FOR

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Concrete By Design

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INTRODUCTION

Our team has reviewed your business requirements and has prepared the following detailed proposal. We believe given our experience and expertise in design and web technology, we would be able to provide you the best website development service in both design, speed, and value.

In this proposal we have outlined specific items for you to review and agree on. This includes:

- ✦ **General Overview**
This provides the general aims of the service, what we want to achieve in the web design service and other associated products that we also offer.
- ✦ **Service Details**
This lists the price for the actual web design service and other prices relevant to this proposal.
- ✦ **Timeline**
This provides for the expected deliverables per week, the actual process for our development, the projected completion date of the project, and projected times when you can review the ongoing work before it is completed.
- ✦ **Client Requirements**
We provide comprehensive reporting for full campaign visibility so you can stay updated.

Should you find everything to be acceptable, please sign the service level agreement attached to this proposal and send it back to us so that we can start building your new website.

Please let us know if you have any questions. We look forward to working with you!

GENERAL OVERVIEW

Every business needs an effective web presence, whether purely virtual or brick-and-mortar store. The best web presence starts with a premium web design, built specifically for SEO and digital marketing and designed according to your local niche.

Lucky Pirate LLC has successfully designed and implemented web sites for numerous clients, including their creation and maintenance. We provide premium web design and effective digital marketing solutions for businesses looking to expand or establish their online presence.

In each project, our goal is to create premium professionally designed WordPress websites that showcase the best technology and is built for SEO and digital marketing. This involves using the latest technology and using the best design for the business niche to execute a clean, elegant, premium website for your business.

The main aim for this proposal is to establish the requirements and agree upon the design, content, timeline, and features required for your new website development.

Please note that our service does NOT include hosting or SSL.

SERVICE DETAILS



Basic Web Design

500.00 USD

Development of high-quality WordPress site for local business niches. Includes activation of features such as blogs, social media icons, etc.

KEY FEATURES:

- ✦ Wordpress development based on custom Wordpress templates created specifically for local industry niches
- ✦ Fast turn-around time from start of campaign to initial client assessment and approval
- ✦ Up to 2 revisions covering design and content
- ✦ Quick turnaround time from start of campaign to deployment. Any additional feature tacks on additional time
- ✦ Up to 15 premium stock photos bought and used specifically for the site
- ✦ Custom design, created specifically for your business based on your personality
- ✦ SEO-ready websites with features integrated such as blogs, social media icons, HTML and XML site maps, etc.
- ✦ Responsive web design ensures the website is displayed correctly across all screens
- ✦ Social media icons, favicons, widgets, contact forms, etc.

TIMELINE & DELIVERABLES

Our Web Design service takes an approximate of two weeks to execute from intake to launch assuming all requirements are submitted before time and the revisions on each review are minimal.

Most web development projects take time due to the lack of feedback from the client. While we want to create your website as fast as we can, we would also need your cooperation by always providing your feedback when needed within the process.

Setup	Description/Deliverable	Timeline
Start	Intake of Client Brief and all content required	DAY 0
Week 1	Initial Development	DAY 1-6
	Review from the client and initial review. Site would be already on our internal development server.	DAY 7
Week 2	Final Development	DAY 8-12
	Internal Review and Revisions	DAY 13
	Final QA and Launch	DAY 14
Week 3-4	Two Weeks Free Support	DAY 15-30

Please note that any added work, features requested, or delay on reviews or submission of requirements will incur delay in the development of your website.

CLIENT REQUIREMENTS

- ✈ A hosting service (we can make recommendations if needed)
- ✈ A domain service (we can make recommendations if needed)
- ✈ Logo (size)
 - If no logo is available, our service can create new logos
- ✈ Content for the Website
 - We will use filler text unless there are specific content provided
 - We can create content for the website if needed
- ✈ Up to 15 premium stock photos bought and used specifically for the site
- ✈ Additional Images
- ✈ Signed Service Level Agreement
- ✈ A completed Client Brief